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Our Personal Message

THIS spring booklet is merely a reminder that planting time is here. Our fifty page general catalog and planting guide will be sent without charge to those interested. There has been a reduction in prices on a great many items.

The unprecedented drought of last year has made the replacement of plants unusually heavy. We suggest that you order early and plant early so as to have both the advantage of weather and a full assortment from which to select.

Very fortunately by early cultivation we were able to get a great deal of vigorous growth on our stock before the dry weather set in. While the tops are a little smaller than usual the root system is large because during the growing season they developed beyond normal seeking moisture and fertility.

We are appreciative of your past patronage and hope we can serve you in 1931.

HILLENMEYER NURSERIES

Our 50 page Catalog and Planting Guide is sent free. It not only is illustrated but tells you **HOW**, **WHEN** and **WHERE** to plant.

LANDSCAPE SERVICE

Why Hillenmeyer Does It Better

THE Country is full of so-called Landscape Architects who draw neat and attractive plans but remember you can't plant trees on "rollers" and move them about. Since 1841 we have been in the nursery business and a rich and ripe experience enables us to correctly plan and plant your place.

With 250 acres of home grown stock from which to draw you will get results not possible with material collected or "jobbed" from all over the country.

We are equipped to make plans, give estimates, lay out gardens, build pools, rockeries and render complete horticultural service.

NO CHARGE FOR PLANS

We make no charge for plans on local landscape work. Only where unusual expense or long trips are involved is a charge made for this. Where the work justifies the trip proper adjustments are made. There is no charge for plans unless agreed upon. We are appreciative of any opportunity of submitting estimates on work large or small. We annually plant hundreds of small plantings along with those of large estates. Because we have a large nursery and do a nation-wide business does not mean that we do not solicit or appreciate small orders.

MAIL ORDER PLANS

No actual charge is made for your plans but as it entails some expense we handle all mail order applications on this basis. "We ask a deposit of five dollars" which we merely retain until your stock is ordered and this amount at that time is credited to your purchase.

INFORMATION NECESSARY

Give all ground dimensions, mark distance between points, relative location and size of established trees, points of the compass, color of house, and other points of interest. Kodak pictures are often worth a "thousand words". Blue Prints also are satisfactory. Landscape material costs are figured at catalog prices, quantity discounts being allowed. We will be pleased to take care of those persons in this manner who are not conveniently located where we can personally look over their grounds.

Ever Blooming Roses

SPRING is the best known time to plant roses and if you haven't a rose bed or rose garden you are missing one of the real thrills of the out doors. Our list will enable you to cut your own blooms from late May through November. Try HILLENMEYERS' specially selected varieties listed below as they are best adapted to this section.

PRICES

Heavy Two year old No. 1

60 cents each

5 or more at 50 cents

By post ten per cent additional.

See our *large catalog* for *full description* of the following:

Betty Uprichard—Salmon pink.
Druschki—White American Beauty.
Duchess of Wellington—Saffron yellow.
Francis Scott Key—Brilliant Crimson.
General Jack—Brilliant Scarlet.
General McArthur—Fiery red.
Gruss an Teplitz—Velvety crimson.
J. L. Mock—Pink with silvery reflex.
K. A. Victoria—Creamy white.
Killarney Brilliant—Brilliant deep pink.
Lady Hillingdon—Apricot yellow.
Madam Butterfly—Pink shaded gold.
Mme. Edw. Herriott—Bright orange pink.
Mme. Albert Barbier—Cream.
Mrs. Aaron Ward—Tawny golden pink.
Mrs. Charles Bell—Salmon Radiance.
Mrs. John Laing—Soft pink.
Paul Neyron—Huge pink.
Radiance—Brilliant rose pink.
Red Radiance—Deep rose red.
Souv. de C. Pernet—Golden yellow.
Willowmere—Pink, an improved Los Angeles.

(See DeLuxe Collection Next Page)

DWARF ROSES

Very dwarf continuous bloomers and unexcelled in border, hedge or mass planting.

Ellen Poulsen—Soft rose pink.
Erna Teschendorff—Bright red.
Golden Salmon—Reddish orange.

Priced as above.

Climbing Roses

These Varieties Best Suited to Kentucky.

PRICES

60 cents each

5 or more at 50 cents

By Post ten per cent additional.

See our general catalogue for full description.

Alida Lovett—Large, light shell pink.
American Pillar—Single bright pink, white eye.
Bess Lovett—Bright, light crimson.
Christine Wright—Clear deep pink.
Dr. Van Fleet—Flesh pink, pointed buds.
Excelsa—Clusters of bright crimson.
Gardenia—Rich creamy yellow.
Mary Lovett—Large snowy white.
Mary Wallace—Bright Double pink.
Paul's Scarlet—Finest vivid red climber.
Roserie—A pink "Thousand Beauties".
Silver Moon—Semi-double white.

DELUXE ROSE COLLECTION

This half dozen assortment contains the very best varieties of the newer tested kinds. These are really the new rose aristocrats. And too, compare our prices with others on these superior kinds.

PRICES

Heavy 2-year old plants

\$1.00 each

6 for \$5.00

Any selection.

By post add 5 cents per rose.

Etoile de Hollande—Velvety crimson.
Lady Margaret Stewart—Bright golden yellow.
Rev. F. Page Roberts—Exceptional Orange.
Talisman—Unusual copper salmon blend.
Mrs. Henry Morse—Bright Pink.
Dame Edith Helen—Best pink known.

SHRUB ROSES

PRICES

60 cents each

5 or more at 50 cents

Conrad F. Meyer—Light silvery pink.
F. J. Grootendorst—Red, everblooming.
Sir Thos. Lipton—Double white.
Hugonis—Yellow, most popular rugosa type.

PERENNIALS

SPRING brings thoughts of blooming plants—and there is nothing like the satisfaction and joy of a well planned border. The best thing about perennials is that they are not only continuous blooming but have a degree of permanency. You can plant them and leave the bed for several years before re-adjusting.

The “Outdoor living room” which is the fashion today is not complete without borders of these charming plants. The stock we offer is hardy, field grown and not small plants grown under glass. Get them and be convinced of their quality and development. Our large catalog gives complete description, their periods and time of bloom, suggestions for care and arrangement that cannot be given in this condensed list.

LISTED BELOW — ANY ASSORTMENT

5 for \$1.00 — — — 12 for \$2.00

25 cents each

Anchusa	Aquilegia
Asters—Hardy	Baby's Breath
Baptisia	Beard Tongue
Canterbury Bell	Carnations
Chrysanthemum	Cone Flowers
Coreopsis	Delphiniums
Evening Primrose	Linum
Foxglove	Gaillardia
Geum	Iberis
Hardy Scabiosa	Mallow Marvels
Hollyhocks	Hardy Grasses
Lemon Lily	Lupine
Pachysandra	Periwinkle
Phlox (10 varieties)	Pinks
Pyrethrum	Statice latifolia
Shasta Daisy	Veronica
Sweet William	Violas
Iris (30 varieties)	

SPECIAL VARIETIES

Anemone in variety25
Astilbe in variety50
Bleeding Heart50
Funkia50
Peonies (30 kinds)50 to \$1.25

Ten per cent reduction of these “Specials” for 5 or more.

Our General catalog gives full description of these perennials naming color, period of bloom and height of growth. It tells how to plan a border and other instructions. We will gladly send you a copy.

Rock Garden Plants

This is our initial offering of plants suitable for rockeries and rock gardens. The list is not long—but contains the most popular varieties. Nothing has become so suddenly inviting as rockery and wall plantings. Nor is there anything so delightful as a well planted rock garden. These showy, interesting plants are most attractive in bloom or equally restful in full leaf.

For other perennials that are used—See page No. 39 of our general catalog. Many appropriate evergreens and shrubs are also listed therein.

Strong plants from pots

Each	30c
3 for	75c
6 for	1.50
12 for	2.50

We have other perennials suitable for rockery listed in our General Catalog.

Varieties for Your Rock Garden

	Color	Height
Alyssum sax. compactum	Yellow	12"
Campanula carpatica	Blue or white	6-8"
Cerastium tomentosum	White	6"
Chrysanthemum articum	White	6-8"
Dianthus caesius	Light Pink	4-8"
Dianthus deltoides	Crimson	4-6"
Dianthus plumarius	Assorted	10-12"
Helianthemum	Assorted	12-15"
Iberis sempervirens	White	8-10"
Nepeta musseni	Lavender	12-15"
Phlox sublata	Pink	4-6"
Phlox sublata alba	White	4-6"
Plumbago larpentae	Deep Blue	6-8"
Sedum acre	Yellow	3-4"
Sedum album	White	3-4"
Sedum sarmentosum	Yellow	3-4"
Sedum sieboldi	Pink	8-10"
Tunica saxifraga	Light pink	6-8"
Veronica rupestris	Bright blue	3-4"

We have other perennials suitable for rockery listed in our General Catalog.

FERTILIZERS

are

Very Necessary This Year.

NEVER in the history of Kentucky has there been such an urgent need for plant fertility. This is the first time we have offered fertilizers. The drought of the past year was so severe that many established plants suffered from malnutrition and the quickest tonic for them is feeding.

INSTRUCTIONS

An overdose of fertilizer may cause more harm than good. Be sure that you do not put on too much at a time. Broken doses in most cases is advised. In fertilizing trees and shrubs spread or bury the fertilizer at the drip of the branches. Poured about the base is of little value. If possible water all applications promptly. Brief description and notes follow.

BONE MEAL

A fertilizer for all purposes being safe and effective. No danger of burning the foliage or doing root injury when using this. Fine for lawns too, requiring 10 lbs. to 250 square feet. When in doubt of what to use try Bone Meal for safety and results.

10 lbs.———	.85
25 lbs.———	1.25
100 lbs.———	3.50

PEAT MOSS

This is a brown colored virgin soil formed by the decay of moss and aquatic plants. It is free of disease, weed seed and is perhaps the best "soil conditioner" ever discovered. Absorbing 8 to 10 times its dry weight in moisture makes it most desirable to use in dry soil as well as to lighten up heavy soil. It is not strictly a fertilizer but as a medium to absorb moisture and hold plant food it is unequalled. A bale will cover 300 square feet one inch deep. May be used as a mulch as well as spaded in. A leaflet describing its many uses is available.

Per bale———	4.50
Per 5 bales———	4.00

SHEEP MANURE (Pulverized)

The standard animal manure, quickest to give results and can be applied as a top dressing without fear of injury. Results are immediate and application should be made two or three times per year. Equally effective when spaded in beds. Can be used daily in safety in liquid form if necessary using 1 lb. to 5 gallons of water.

10 lbs.———	.85
25 lbs.———	1.25
100 lbs.———	3.50

VIGORO

A specially prepared plant food containing all the elements necessary to grow flowers, lawns, shrubs or vegetables. Can be sown like grass seed and is clean and odorless. A nationally known product that is giving excellent results. It is inexpensive, costing from .10 to .20 for each 100 square feet. Apply 4 lbs. over this area in Spring and Fall. Complete directions in every bag.

10 lbs.-----	1.00
25 lbs.-----	1.75
100 lbs.-----	5.00

SULFATE OF AMMONIA

Used for its nitrogen. A very effective fertilizer for all plants in which a large leaf development or rapid growth is desired. Tends to create an acid re-action on soil. "Water in" after applying. 1 lb. to 50 square feet is recommended. Use in very weak solution on newly set plants.

10 lbs.-----	1.00
25 lbs.-----	1.75
100 lbs.-----	4.00

SEED POTATOES

WE REGRET THAT WE ARE AGAIN SOLD OUT OF CERTIFIED SEED POTATOES. ALSO OUR "SPECIAL SEED" STOCK IS EXHAUSTED.

WE HAVE A REGULAR LIST OF CUSTOMERS WHO COME BACK YEAR AFTER YEAR FOR THEIR SUPPLY OF SEED AS THEY KNOW OUR STOCK WILL NOT DISAPPOINT. THEIR LETTERS SAY "NEVER HAD SUCH A SATISFACTORY CROP." IN FACT OUR NEIGHBORS WHO ARE USED TO "LOOKING OVER THE FENCE" AS THEY PASS AND SEE OUR FIELDS, BOUGHT MOST OF OUR SURPLUS SEED THIS YEAR. OUR UNUSUALLY PRODUCTIVE STRAIN AND CAREFUL SELECTION OF ONLY THE BEST MAKES OUR SEED STOCK ALWAYS IN DEMAND. QUALITY AND FAIR PRICES MAKE MANY FRIENDS.

STRAWBERRY PLANTS

CULTURAL DIRECTIONS

Late March or April is the chosen time to plant strawberries. Fall planting usually is a complete failure. Plant early to avoid failure.

Strawberries respond to good soil and you should choose a fertile location or garden plot, free of sod and weeds as white grubs invariably follow these. Prepare the ground very thoroughly.

The rows should be drawn three and a half to four feet apart on strong ground and the plants set fifteen to twenty inches apart in the row.

PLANTING

In planting shorten the roots one third, dip into a thin mud so as to cover each rootlet with a film of soil. Place in the ground, roots fan shaped, with the crown at the ground level, and make solid by pressing firmly. If planted too shallow they will dry out and too deeply they will rot. Watering after planting is advisable if the soil is dry. Remove some of the foliage before planting to prevent evaporation.

CULTIVATION

For summer care keep the ground constantly stirred and free of weeds. Moisture preservation by dust mulch will conserve the vitality of your plants and produce a fine matted row. Keep the hoe and cultivator busy.

WINTER PROTECTION

Winter protection by mulching with clean straw after the ground is frozen is advised. Do not apply too heavily and smother the plants. Leave on during the fruiting season as it conserves moisture and keeps the berries clean.

PRICES

While prices are quoted by both Parcel Post and Express we prefer to send them by Parcel Post. *Please note cash must accompany all orders.*

Being familiar with your conditions we will gladly make selections if you are in doubt.

300, 500, or 1000 plants should be set depending on size of family.

Quantity Any selection per- mitted except Everbearing Varieties	By Parcel Post and only when remittance is made with order	Via Express Purchaser pay- ing transpor- tation
100	\$1.15	\$1.00
200	2.15	2.00
300	3.15	3.00
400	4.20	4.00
500	4.75	4.50
600	5.70	5.40
700	6.65	6.30
800	7.20	6.80
900	8.10	7.65
1000	8.50	8.00

Prices on larger quantities given on application.

PROVEN VARIETIES

PREMIER

This variety is all that the name implies. Has proven to be the greatest find in years and too many good things cannot be said of it. It fits in as the ideal strawberry because it is early, very hardy, exceedingly prolific and unlike most strawberries gives you fine large berries right up to the last picking. It is excellent for home use and actually a fine market berry, supplanting Aroma in many sections. Covers both the early and mid-planting season ripening periods. The berry itself is large and of fine flavor. Pollinizes itself and a good one to plant with other varieties. Makes ample number of strong plants with good habits. Once planted you will not be without it. Plant with utmost confidence.

SENATOR DUNLAP

This is a great plant maker—in fact is inclined to make too many. Has large, dark rich red fruits, of good quality and mid-season in ripening. Produces a big crop of berries and out shines many of the so called “improvements” by an annual steady production of berries suitable for table or local market.

GANDY

An old standby of many years and continues to lead the late berries. Makes a good plant, blossoms and berries borne on strong stems, and blooms late, often missing a late frost and kills other varieties. Many consider it the best preserving berry. Without doubt the best late berry and should be planted as the “old reliable.”

AROMA

This variety while it has not lost any of its eating, culinary, and shipping qualities, is deficient because of its failure to make sufficient plants. The berry is medium to large, light in color with bright seeds. Good quality but only recommended where Aroma is known to do well.

EVERBEARING VARIETIES

Owing to rather indifferent behavior we have not catalogued them generally but have plants to offer.

Progressive	@	\$1.50 per 100
Champion	@	1.50 per 100
Mastadon	@	2.50 per 100

See Postage charge on Preceding Page.

HILLENMEYER'S

Famous Blue Grass Seed

The loss of grass in the average lawn last season was unusually great. A good lawn is actually the carpet of your grounds and essential to their beauty. They are not difficult to make if you avoid a few common mistakes.

Grass being a surface feeder compared to most plants, the top soil should be reasonably loose with a suitable amount of fertility and leveled to a grade that is free of tendencies to wash. We offer suitable fertilizers on another page. The time to reseed is in the spring. The best practice is to rake your lawn or stir the surface. Broadcast the seeds and cover them *very* lightly. Do not expect perfect results on hard ground.

On new lawns a "nurse crop" of rye, oats, clover, English rye, etc. may be sown. This serves as a temporary shading and should be mowed once the permanent grass is established.

The most important provision, however, is to get good grass seed. You can secure seed at very cheap prices but it has a lot of "filler" and weed seed in it to make up the bulk. We are situated in the heart of the Blue Grass seed production belt and what we offer is of finest quality only. It may cost you a little more per pound but we believe you get twice as much pure seed.

The quantity to use depends on the soil. On new lawns a pound should cover 25 x 25 feet. This is ample. If you are willing to wait, two pounds on a plot 50 x 50 feet will suffice.

KENTUCKY BLUE GRASS

This high germinating fresh clean seed is offered in sealed boxes. This is the best quality, *double cleaned*. fancy stock we can secure and bought in large quantities enables us to offer it to you at a reasonable price.

1 lb. Sealed Box (about a qt.)	@ .55 Postpaid
10 lb. lots	@ .50 Postpaid

LAWN GRASS MIXTURE

This is a complete mixture containing the right proportion of fancy and substantial grasses. Some come quickly to make a sod while the Blue Grass is becoming established. On naked ground this is advised instead of straight Blue Grass unless you are seeding your own "nurse crop." Only the best of ingredients is used.

1 lb. Sealed Box (about a qt.)	@ .55 Postpaid
10 lb. lots	@ .50 Postpaid

For Lawn Fertilizers See Pages 8 & 9 of this condensed list.